

2011 Business Development Webinar Series moderated by InfoTrends

March 16 – Eleven for 2011: A Strategic Roadmap

You've had a few weeks to put 2010 behind you and begin preparing for 2011. Like many print service providers, you have weathered the recession. Although business has started to pick up, you may be seeking the right strategies to transform your business. Working smarter, more efficiently, and offering higher-value services to your customers will be critical to success in 2011. The long-term impact of the recent recession is that the nature of our work has changed forever. This webinar will outline Eleven Top Trends that service providers should be thinking about as they plan for 2011. These include Cross Media, Compensation, Data, Automation, Impact of Mobile, Self-Promotion, Metrics and more.

April 20 – Lean is In!

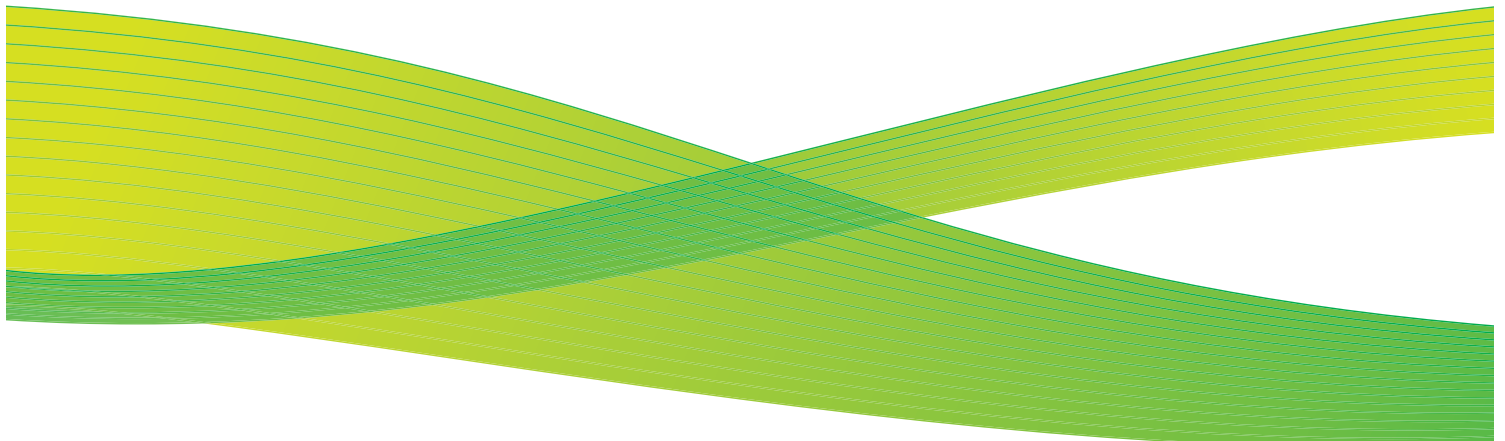
In a challenging economy, lean manufacturing is in! Some people think that lean manufacturing is all about cutting jobs and laying off people. In reality, lean manufacturing is implemented by organizations that want to improve their operations, grow their businesses, and increase sales. Lean manufacturing is actually a growth strategy—it is about re-investing or redeploying freed-up resources within an organization to promote its long-term health. This session will describe the general principles used to develop and maintain a lean system by streamlining production and lowering costs related to manufacturing. While we all want to be the high-value provider, efficiency in delivery is essential.

Participants will receive a topic-related
InfoTrends Analysis or Report (a \$499+ value)



All sessions are from 12 – 1 p.m. (New York time)

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May 18 – Participating in a Cross Media World: Mobile + Print + Social + Online

Cross media is more than a buzzword. It is the future of the graphic communications industry. The formerly manageable world of marketing that primarily used print and mass media has exploded into countless cross media communications channels. Familiar media has been augmented with the rapid run-up of the mobile, social, online and interactive media. All of these new channels create a demand for interfacing with more media types and new marketing channels, and that means greater operational complexity for the graphic communications service provider who wishes to participate in these new business areas. This webinar will provide a definition of cross media communications and share specific examples of how graphic communications service providers are stepping up to the challenge.

September 28 – Value-Added Selling

As print service providers look to incorporate technology solutions into their service portfolios, managers are working to create a value-based approach to selling and pricing. One of the key challenges to successfully selling solutions that require purchasers to think beyond price per unit is building a compelling proposal that demonstrates a true value proposition. In this webinar, you will hear from companies that have successfully sold value-added cross media services. You will learn how these companies have developed their proposals and trained their sales reps on value-added selling and how they have adjusted compensation plans to appropriately motivate sales personnel.

October 19 – Leveraging Data for a Strategic Marketing Advantage...Making it Work

We've all heard the variations of the data-driven marketing buzzwords. From relationship marketing to 1:1 marketing to personalization, it's all about the data! For a graphic communications service provider, data-driven marketing delivers differentiated value and a better ROI. In this webinar, participants will discuss data-driven marketing and the fundamentals of executing a data-driven campaign. They will share how they have worked with the marketing executive to analyze available data and augment it with external lists. You will hear from print service providers that have made data work profitably for them.

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November 9 – Pricing in a Cross Media World

Many graphic communications service providers feel the need to improve their competitiveness in an economic downturn by dropping their prices. While print sales may decline in a recession, lowering prices only results in a lower contribution margin and ultimately a loss of profitability. Savvy graphic communications service providers are exploring business strategies that add value for customers and improve their bottom line. The session will share new research from InfoTrends on pricing in a cross media world and review how print service providers maximize margins by focusing on value delivered. It will also discuss pricing models that marketing services providers have successfully implemented to grow their businesses.

All sessions are from noon – 1 p.m. (NY time)

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